



The hOLAgram

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**LATINO FAMILY FAIR
AUGUST 17**



**DC NIGHT OUT ▶
AUGUST 2**

**FIESTA DC FESTIVAL
SEPT 11 ▼**



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LATINO COMMISSION SUBMITS RECOMMENDATIONS TO MAYOR WILLIAMS

In previous hOLAgams, we updated you on the progress being made by the Mayor's Latino Commission for Community Development. Early in 2005, the Commission met with Mayor Williams to outline its work agenda for the months ahead, aiming at the creation of key recommendations for the local administration to consider.

The recommendations were elaborated by *ad hoc* committees agreed upon by all Commission members who selected, in their own view, the most prominent areas of concern in the District's Latino community. These recommendations are now being submitted to the Mayor, and they evolve around four key areas: 1) appointment of Latinos to senior management positions in DC government, as well as various boards and commissions appointed by the Mayor; 2) community health;

3) affordable housing, and 4) youth violence (gang) prevention.

Among the recommendations for more appointments, the Commission is interested not only in the volume and classifications of positions, but also in qualitative measures to evaluate and monitor each District agency's effectiveness in selecting Hispanic/Latino employees for vacancies, the level of recruitment necessary, and the channels for selecting qualified Latinos. With these recommendations, the Commission sends a clear message on the subject of compliance with the Language Access Act across District government agencies and programs.

In the area of health, the Commission agreed on the need to forge partnerships and alliances committed to addressing a set of common priorities. To that end, the

Commission requests that the Mayor consider promoting efforts in the areas of recruitment of bilingual health care workers, retention, training, policy and research in order to serve Latinos and limited English proficient people in culturally appropriate ways. In housing, the Commission urges taking measures in several areas of financing for affordable units, Spanish language readiness for counseling and lending services, solutions to barriers, and increased support for homeless Latinos.

According to DC law, OLA will render all the support required to the Latino Commission, based on action steps proposed by Mayor Williams, to ensure that a plan of action is established and follow-up is made with each District government entity responsible for carrying out the recommendations.

MAXIMIZING OUR RESOURCES: PERFORMANCE WITH IMPROVEMENT

In 2003, OLA began the process of restructuring its grant program by placing a strong emphasis on performance-based grant awards. Meaning OLA now requires grantees to document the outputs and outcomes they proposed to show as a result of their funded program/project. Redesigning OLA's grant program was an important step in ensuring that OLA continues to meet its mission and supports quality services for the District's Latino community. OLA continues to design and implement strategies to strengthen its grants program, currently with a focus on technical assistance for its grantees.

Why is this important? OLA wants to make sure that its funded programs are having a demonstrable impact on their participants - the District's Latino community (see graph in the next page). Under a performance-based approach, organizations collect detailed data that shows the program has led to changes in participants' skills, attitudes and behavior, well being, and/or in status. For example, did the ESL program lead to increased English capacity that improved the individual's or family's living condition? Did the after school program have an impact on decreasing the school drop out conditions? Collection of this information makes it possible for a program to show its strengths and challenges; and leverage funds from other sources (e.g., foundations).

What does this lead to? OLA's ultimate

goal is to see improved conditions and greater access to quality services for Latinos in the District of Columbia in the areas of education, health, employment, economic development, and housing. The data reported by OLA funded programs helps track the progress made toward these goals, as well as identify the changing needs of the community and building stronger alliances with community partners.

Below are a few examples of accomplishments by organizations funded by OLA's Latino Community Education Grant in Fiscal Year 2005:

SED Center is running a comprehensive two-level ESL and job preparedness program. This summer alone, it provided approximately 2,000 hours of English language instruction for 30 students.

Latino Student Fund (LSF) is dedicated to ensuring equal access to education for students of Hispanic descent. LSF provides free academic tutoring sessions at least once a week to approximately 60 Latino students in key subjects such as English, mathematics, and technology (computer literacy). This year LSF will have provided over 5,000 hours of tutoring to Latino children.

Ibero American Chamber of Commerce provides technical assistance to Latino businesses in Columbia Heights. Sixty Latino businesses are receiving general

support, with approximately 14 of them receiving extensive and customized technical assistance in business development.

GALA runs a program where Latino youth learn and practice acting, creative writing, poetry writing and analysis, public speaking, monologue and dialogue study, and other language-based skills. Approximately 50 youth will benefit from this arts and confidence-building program in 2005, and get to star in theatrical productions.

Carlos Rosario runs a workforce development program that benefits and trains over 500 students in culinary arts, computer support, and ESL instruction, in addition to personalized career placement assistance. This year the program will provide approximately 18,000 hours of instruction plus career placement services to its students.

Outcome vs. Output

An output is related to the program/project's activities such as the number of client served or the number of classes held. An output leads to a project's outcomes. An outcome then shows the benefits of those activities.

For example, in a diabetes prevention program clients receive 4 classes in cooking and exercise. These classes are considered outputs. After 6 months these same clients show that they have adopted healthier behaviors and remained diabetes-free. This is an outcome.

MAYOR WILLIAMS LAUNCHES SPANISH GUIDE TO SERVICES FOR DC LATINOS

GUÍA DE SERVICIOS: WASHINGTON A SU ALCANCE

On August 17, 2005, Mayor Anthony A. Williams released the first-ever, all-Spanish, "Guía de Servicios: Washington a su alcance," (Guide to Services: Washington within Reach) during a press briefing that occurred in the "heart" of the District's Latino community (Lamont Park in Mount Pleasant). Mayor Williams and Gustavo Velasquez, Director of the Office on Latino Affairs (OLA), made the announcement and presented the guide to the public.

"This culturally and linguistically appropriate guide is destined to become a tool, which will empower and afford DC Latinos greater access to the numerous government services that the District has available," said Mayor Williams during his remarks.

"The guide is first of its kind, and it was developed by OLA with Mayor Williams' decided support," expressed Mr. Velasquez during the briefing.

The guide was developed as a result of the needs expressed by the city's Latinos. The project was developed during the course of one year, through various community focus groups, individual interviews, and

dialogues with DC Latino residents. It contains descriptive, user friendly, and up-to-date information about governmental and community-based programs and services in six categories: education, health, housing, legal services, employment and economic development.

Each category lists the government and community services available throughout the city. Each contact entry details whether there are bilingual (Spanish-English) personnel working in each organization or whether the organization uses a telephone interpretation service to better serve limited English proficient individuals.

"This guide is truly unique - I don't know of any other city in the country that has developed a guide for non-English speaking residents that is not just a translation of an English version of a similar guide. This guide was written specifically for the Latino community and with their input every step of the way," said Mayor Williams.

"Congratulations are in order for Gustavo Velasquez, the director of OLA, who managed the project, and to his very dedicated staff. DC's Latino community will be better

served with this awesome guide to services," stated Mayor Williams.

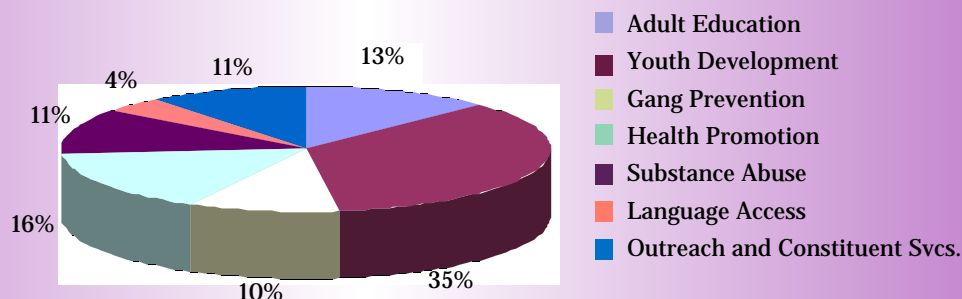
Esther Miranda, a District resident from El Salvador, stood next to Mayor Williams to express her support and her appreciation for the guide. Mayor Williams also recognized Carmen Ramos, president of District-based QMRI, who helped with the development and design of the guide. The cost of designing and printing the guide was \$67,000, with funding from OLA and from a grant from the Annie E. Casey Foundation. More than 10,000 copies of the guide were printed - approximately one for each Latino household in the city.

This innovative guide is one of Mayor Williams' most recent contributions to improving the quality of life of Latinos in Washington, DC.

The "Guía de Servicios: Washington a su alcance" is available free of charge to all District residents at OLA, located in the Reeves Municipal Building, 2000 14th Street, NW, 2nd Floor, Washington, DC 20009. For further information, please call 202-671-2825.



OLA COMMUNITY GRANTS IN FY2005





Executive Office of the Mayor
Office on Latino Affairs
Frank D. Reeves Municipal Center
2000 14th Street, NW - 2nd Floor
Washington, D.C. 20009

Phone: 202.671.2825

Fax: 202.673.4557

Web: www.ola.dc.gov

Community outreach and advocacy

Out in the Field:

The Outreach team has been very active this summer and fall. The team has been working with the Neighborhood Core Teams 1 and 4 on a number of housing issues. Ward 1 has seen a dramatic change in housing in the last few years with the building of new condos and renovation of rental apartments to condos. OLA has been involved and tried to advocate for improved tenants rights. OLA met with Housing Counseling Center and CARECEN to find out what can be done to better inform tenants about the rights when their apartments are sold to developers. Councilmember Jim Graham (Ward 1) has also been an active advocate for residents, and was instrumental in stopping the condo conversion of the Embassy Apartments at Harvard and Mt. Pleasant Streets.

Events and Fairs:

Through out the year OLA staff participates and/or partners on events and fairs to inform the community about OLA and other government services. During the past months, staff participated and/or partnered in the following events:

❖ Adams Morgan Day, Sept 11:

A street festival in the heart of DC's multi-cultural neighborhood.



The **OLA** gram

❖ Utility Discount Day, Sept 15:

An event that assists low income residents in registering for assistance in paying utilities. Some of the exhibitors included PEPCO, Verizon, DC Water and Sewer Authority, and Housing Counseling Services. OLA distributed over 150 guides to Latino residents.

❖ DC Fiesta, Sept 18:

An event to celebrate Hispanic heritage, DC Fiesta brings Latinos and non-Latinos from all over the metro region. Participants were treated to folkloric music, dance, and arts. OLA distributed 100 guides to Latino residents.

❖ DC Healthy Families Fair, Sept 24:

DC Healthy Families, in partnership with the AmeriGroup, DC Parks and Recreation, Boys and Girls Club, and OLA organized a health fair.

❖ Latino Asthma Day, Sept 25:

The National Capital Asthma Coalition in partnership with DC Parks and Recreation, DC Chartered Health Plan, and OLA organized an asthma education and screening event for Latino children.

❖ Semana Binacional de Salud, Oct 8:

The Semana Binacional de Salud is a week long event held in other parts of this country and Mexico, which brings awareness to health issues in the Latino community. Different community based agencies hosted workshops, presentations, and fairs through out the metropolitan region.

❖ DHS Multicultural Fair, Oct 16:

For the first time, OLA and the Office of Asian and Pacific Islander Affairs partnered with the Department Human Services and the DC Human Services Cluster agencies to host the annual Multicultural Fair. The event brought

together community and government agencies to educate residents on the services available.

❖ **Hispanic Heritage Month:** On October 3rd, Mayor Anthony Williams and OLA celebrated Hispanic Heritage Month with the Smithsonian Associates, Discovery Theater, and the Young Playwrights Theater (YPT) at a showing of YPT's current play Retratos: Portraits of Our World. YPT's (an OLA grantee) program is offered through the District's public schools, and uses the art of play writing to strengthen literacy skills and encourage the youth's cultural pride. The plays of Retratos were written and developed by Latino youth, and then acted and directed by professionals.



New staff

Didier Sinisterra has joined OLA's outreach team. Prior to coming to OLA, Didier was working at Neighbors' Consejo on projects related to youth and gangs. Didier brings with him extensive knowledge on grassroots outreach, youth issues, Fatherhood Program, social services, and educational resources. Didier also attends the University of the District of Columbia and hopes to graduate in 2006!

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